

# CHAPTER I

## INTRODUCTION

### 1,1 Background of the Study

Popular culture referred to as "pop culture," encompasses the ideas, practices, beliefs, and phenomena that are prevalent in mainstream society at a given time (Delaney, 2007). It includes various forms of entertainment such as music, movies, television shows, fashion, and social media trends that resonate with a large audience (McDonald, 2024). Pop culture is often influenced by and reflects societal values, norms, and issues, making it a dynamic and evolving aspect of culture. The rise of technology and the internet has significantly impacted pop culture, allowing for rapid dissemination and exchange of ideas across the globe (Coleman et al., 2024). This interconnectedness has led to the emergence of subcultures and niche communities that contribute to the broader landscape of popular culture. Another lesser-known aspect is that popular culture can vary greatly across different regions and demographics, leading to unique local interpretations of global trends (Croke et al., 2024).

The correlation between social media and pop culture functions through a dynamic interplay where each influences the other artist see it as a blank canvas (Arie et al., 2023). Social media platforms serve as a space for the rapid dissemination of cultural trends, allowing memes, music, fashion, and other elements of pop culture to spread quickly and gain popularity. Conversely, pop culture shapes social media content, as influencers and celebrities often use these platforms to showcase trends, engage with fans, and create viral moments. This

reciprocal relationship fosters a continuous cycle of engagement, where social media amplifies cultural phenomena while pop culture provides fresh content for social media users.

The launch of platforms like Friendster in 2002 and MySpace in 2003 marked significant milestones in the development of social media, enabling users to create profiles, connect with friends, and share content (Hazael, 2024). Facebook, founded in 2004, After technology become more advanced the social media expanded to include microblogging sites like Twitter and visual platforms like Instagram, catering to diverse user preferences (Hassan, 2024). On the 2010s ushered in the era of visual social media. Instagram, with its focus on photo and video sharing, and Pinterest, a platform for discovering and saving visual content, became hugely popular (Melchizedek, 2023). These platforms highlighted the importance of visual storytelling and inspired the influencer culture.

However, social media platforms also have the potential to connect education through entertainment by integrating educational messages that can trigger society awareness and promote positive change (Robbins & Singer, 2014). This approach, known as entertainment-education (E-E), aims to provide people with a more entertaining way to learn new skills or knowledge (Lutkenhaus et al., 2020). YouTube is one of the prime examples of a social media platform that is capable of being applied to entertainment and education. It allows content creators to share knowledge and engage with their audience, making the learning process more enjoyable with an interactive experience. YouTube also provides excellent

feedback to artists with various advantages, like gaining fame from views, money from monetization, and even fame advantages.

The Afterskool YouTube channel is a notable example of an entertainment-education approach. Afterskool excels at explaining expert figure theory while providing an entertaining experience for viewers. Afterskool brings life to literary works by employing captivating illustrations and animation to capture audiences with their unique approach. As they stated in one of their videos, “The goal of this channel has always been to take the most empowering ideas and enhance them with art” (Afterskool, 2019).

Transactional reader response theory emphasizes the importance of the reader in understanding the meaning of the text (Hay, 2003). This approach acknowledged the meaning of a text is constructed through the interaction between the reader and the text (Probst, 1992). Through the process different readers can have different interpretations and responses to the same text as their experiences and perspectives come into play (Mart, 2019). The text itself serves as a stimulus that affect our personal experience, connections, feelings, memories and interpretation as we move through it (Mambrol, 2016). Today, literary analysis is sinking drastically as activities like this require lots of effort and stress. Social media like YouTube gives the artist space to explain summaries, ideas, and theories, or even make an analysis of literary work. The viewers can engage with the content in a unique and subjective way, influenced by their own perceptions. This means that each viewer of a YouTube video will bring their own perspectives and reactions to the ideas being presented. Their interpretations and

responses to the narrated ideas may vary, leading to a diverse range of meanings and understandings. Additionally, the interactive nature of YouTube allows for further engagement and interpretation through comments and discussions. This study aims to examine how Afterskool's YouTube channel utilizes Rosenblatt's efferent and aesthetic reader response theories. By analyzing the video "Gurwinder Bhogal: Audience Capture" the author can gain insights into the effectiveness of using social media as a medium for literary works.

### **1.2 Statements of the Problems**

This study aims to answer several questions relating to the issue of the effects of video content on a YouTube channel named Afterskool on its audience:

- 1 What is the dominant response written in the comment section of audience capture episode of afterscool youtube channel?
- 2 How do the audience respond about Audience Capture through the lens of Rosenblatt's Reader Response theory?

### **1.3 Objectives of the Study**

This study attempts to re-emphasize several of the questions that are raised as follows:

1. To find out the dominant response found in coment section of audience capture episode afterscool youtube channel.
2. To examine the audience efferent & aesthetic respond about Audience Capture through the lens of Rosenblatt's Reader Response theory.

#### **1.4 Scope of the Study**

This research is focused on the use of the Rosenblatt reader's response theory in an analysis of the comments of the audience in the episode Audience capture by Gurweinder Bogal on the YouTube channel Afterskool. The author uses 30 as a sample to study the efferent and aesthetic response. Then it employed the comparison in order to ascertain what type of response was mainly reported by the subjects; aesthetic or efferent.

#### **1.5 Significance of the Study**

This research expected to benefited the readers who are intrested to analyze literary work using Loise Rosenblatt transactional reader response theory. This analysis can provide more deeper understanding about how the audience conconstruct meaning from related litery work. By analizing coment section it can teaches peoples about wisdom and self-introspection while contribute insight about the usages of efferent & aesthetic continuum..

#### **1.6 Aproach of the Study**

This research uses reader oriented aproach in analyzing the comment sections of one related video on the YouTube channel named Afterskool . By using loise rosenblatt reader response theory the writer can highlights the active role of viewers in engaging with and responding to the topics presented on the video. Furthermore, this aproach allows the author to explore the audience comment to respond towards the topics presented in the video

## **1.7 Organisation of the Paper**

This chapter used to show this study structure as clearly as possible by dividing them into five chapters as follows:

The first chapter of a this study serves as introduction that consists of : background of the study, statement of the problem, objective of the study, significance of the study, approach of the study and organisation of the paper.

Chapter two is about the biography of gurwinder bhogal and the synopsis of Audience Capture.

Chapter three filled with theoretical framework related to underlying theory to this study such as previous study, brief description about literature, YouTube as social media platform, Loise Rosenbatt reader response theory about efferent aesthetics continuum.

Chapter four is analysis and discussion. In this chapter the author will examine all the theory explained also explores the implications and significance of the findings.

Chapter Five contains the conclusion and suggestions summarize the key findings of the study that are written in the fifth chapter.